<u>AMENDMENTS TO THE CLAIMS</u>

Please amend Claims 3, 5-8, 14, 30, 32-35, 41, 57, 59-62, and 68 as follows:

1.   (Previously Presented) A process for frame specific tagging of media streams with tag translation at a receiver, comprising the steps of:

        receiving a media stream at said receiver;

        storing said media stream on a storage device on said receiver;

        detecting frame-specific tags inserted into said media stream;

        processing said tags;

        displaying program material in said stored media stream from said storage device to a viewer;

        wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.

2.   (Previously Presented) The process of claim 1, wherein tags indicate start and end points of a program segment within a media stream.

3.   (Currently Amended) The process of claim 2, wherein said displaying step skips over said program segment in response to ~~the~~ a viewer pressing a button on a remote input device.

4.   (Original) The process of claim 2, wherein said displaying step automatically skips said program segment.

5.   (Original) The process of claim 1, wherein said processing step displays a menu to Currently Amended viewer based on information included in a tag.

6.   (Currently Amended) The process of claim 1, wherein said processing step records ~~the~~ a current program in said media stream on said storage device based on information included in a tag.

7.   (Currently Amended) The process of claim 1, said processing step further comprising the steps of:

        displaying multiple icons to ~~the~~ a viewer;

        accepting viewer input information;

        allowing the viewer to scroll through said multiple icons;

        selecting a particular icon based on the viewer's input; and

        performing an action associated with the selected icon.

8.   (Currently Amended) The process of claim 1, further comprising the steps of:

        wherein said processing step displays an icon to ~~the~~ a viewer based on information included in a tag;

        accepting viewer input information;

        interacting with the viewer based on the tag information;

        wherein said displaying step saves the exit point in the program material; and

        wherein the viewer is returned to said exit point upon completion of any interaction.

9.   (Original) The process of claim 8, further comprising the steps of:

presenting a plurality of menus to the viewer for generating a lead; and

forwarding the viewer's contact information to a third party upon viewer approval.

10. (Original) The process of claim 8, further comprising the steps of:

presenting a plurality of menus to the viewer for generating a sale of an advertised

product or service; and

forwarding the viewer's purchase information to the proper merchant.

11. (Original) The process of claim 8, further comprising the step of:

presenting a set of program recording options to the viewer; and

scheduling the viewer's recording preferences.

12. (Original) The process of claim 8, further comprising the step of:

presenting the content of a Web site's Web page to the viewer in response to the viewer's

input; and

wherein the viewer is allowed to interact with said Web site.

13. (Original) The process of claim 1, wherein said tags allow a system administrator to

remotely configure said receiver.

14. (Currently Amended) The process of claim 1, further comprising the steps of:

marking indexes in said media stream based on tag information; and

jumping to an index selected by ~~the~~ <u>a</u> viewer.

Claims 15-27 (Cancelled)

28.   (Previously Presented) An apparatus for frame specific tagging of television audio and
video broadcast streams with tag translation at a receiver, comprising:

      a storage device on said receiver;

      a module for receiving said media stream at said receiver;

      a module for storing said media stream on said storage device;

      a module for detecting frame-specific tags inserted into said media stream;

      a module for processing said tags;

      a module for displaying program material in said stored media stream from said storage
device to a viewer;

      wherein said processing step performs appropriate actions in response to said tags which
include command and control information instructing said receiver to perform certain actions.

29.   (Previously Presented) The apparatus of claim 28, wherein tags indicate the start and end
points of a program segment within a media stream.

30.   (Currently Amended) The apparatus of claim 29, wherein said displaying module skips
over said program segment in response to ~~the~~ a viewer pressing a button on a remote input
device.

31.   (Original) The apparatus of claim 29, wherein said displaying module automatically
skips said program segment.

32.   (Currently Amended) The apparatus of claim 28, wherein said processing module displays a menu to ~~the~~ a viewer based on information included in a tag.

33.   (Currently Amended) The apparatus of claim 28, wherein said processing module records ~~the~~ a current program in said media stream on said storage device based on information included in a tag.

34.   (Currently Amended) The apparatus of claim 28, said processing module further comprising:

a module for displaying multiple icons to ~~the~~ a viewer;

a module for accepting viewer input information;

a module for allowing the viewer to scroll through said multiple icons;

a module for selecting a particular icon based on the viewer's input; and

a module for performing an action associated with the selected icon.

35.   (Currently Amended) The apparatus of claim 28, further comprising:

wherein said processing module displays an icon to ~~the~~ a viewer based on information included in a tag;

a module for accepting viewer input information;

a module for interacting with the viewer based on the tag information;

wherein said displaying module saves the exit point in the program material; and

wherein the viewer is returned to said exit point upon completion of any interaction.

36.   (Original) The apparatus of claim 35, further comprising:

a module for presenting a plurality of menus to the viewer for generating a lead; and

a module for forwarding the viewer's contact information to a third party upon viewer approval.

37.   (Original) The apparatus of claim 35, further comprising:

a module for presenting a plurality of menus to the viewer for generating a sale of an advertised product or service; and

a module for forwarding the viewer's purchase information to the proper merchant.

38.   (Original) The apparatus of claim 35, further comprising:

a module for presenting a set of program recording options to the viewer; and

a module for scheduling the viewer's recording preferences.

39.   (Original) The apparatus of claim 35, further comprising:

a module for presenting the content of a Web site's Web page to the viewer in response to the viewer's input; and

wherein the viewer is allowed to interact with said Web site.

40.   (Original) The apparatus of claim 28, wherein said tags allow a system administrator to remotely configure said receiver.

41.   (Currently Amended) The apparatus of claim 28, further comprising:

a module for marking indexes in said media stream based on tag information; and

a module for jumping to an index selected by ~~the~~ a viewer.

Claims 42-54 (Cancelled)

55.   (Previously Presented) A program storage medium readable by a computer, tangibly embodying a program of instructions executable by the computer to perform method steps for frame specific tagging of television audio and video broadcast streams with tag translation at a receiver, comprising the steps of:

    receiving said media stream at said receiver;

    storing said media stream on a storage device on said receiver;

    detecting frame-specific tags inserted into said media stream;

    processing said tags;

    displaying program material in said stored media stream from said storage device to a viewer;

    wherein said processing step performs appropriate actions in response to said tags which include command and control information instructing said receiver to perform certain actions.

56.   (Previously Presented) The method of claim 55, wherein tags indicate the start and end points of a program segment within a media stream.

57.   (Currently Amended) The method of claim 56, wherein said displaying step skips over said program segment in response to ~~the~~ a viewer pressing a button on a remote input device.

58.   (Original) The method of claim 56, wherein said displaying step automatically skips said program segment.

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59.   (Currently Amended) The method of claim 55, wherein said processing step displays a menu to ~~the~~ a viewer based on information included in a tag.

60.   (Currently Amended) The method of claim 55, wherein said processing step records ~~the~~ a current program in said media stream on said storage device based on information included in a tag.

61.   (Currently Amended) The method of claim 55, said processing step further comprising the steps of:

     displaying multiple icons to ~~the~~ a viewer;

     accepting viewer input information;

     allowing the viewer to scroll through said multiple icons;

     selecting a particular icon based on the viewer's input; and

     performing an action associated with the selected icon.

62.   (Currently Amended) The method of claim 55, further comprising the steps of:

     wherein said processing step displays an icon to ~~the~~ a viewer based on information included in a tag;

     accepting viewer input information;

     interacting with the viewer based on the tag information;

     wherein said displaying step saves the exit point in the program material; and

     wherein the viewer is returned to said exit point upon completion of any interaction.

63. (Original) The method of claim 62, further comprising the steps of:

presenting a plurality of menus to the viewer for generating a lead; and

forwarding the viewer's contact information to a third party upon viewer approval.

64. (Original) The method of claim 62, further comprising the steps of:

presenting a plurality of menus to the viewer for generating a sale of an advertised

product or service; and

forwarding the viewer's purchase information to the proper merchant.

65. (Original) The method of claim 62, further comprising the step of:

presenting a set of program recording options to the viewer; and

scheduling the viewer's recording preferences.

66. (Original) The method of claim 62, further comprising the step of:

presenting the content of a Web site's Web page to the viewer in response to the viewer's

input; and

wherein the viewer is allowed to interact with said Web site.

67. (Original) The method of claim 55, wherein said tags allow a system administrator to

remotely configure said receiver.

68. (Currently Amended) The method of claim 55, further comprising the steps of:

marking indexes in said media stream based on tag information; and

jumping to an index selected by ~~the~~ a viewer.

Claims 69-81 (Cancelled)